

Myplant & Garden – International Green Expo February 21-23, 2024

*Myplant is approaching, with 50,000 square meters dedicated to greenery.
"Here, the future is green, sustainable, and smart.
The best support for the green transition will be showcased at the Expo."*

"Green, sustainable, and smart – this is the future we are shaping for businesses, the industry, and the country," states Myplant & Garden, the International Green Expo now in its eighth edition, a professional event among the most significant worldwide.

From February 21 to 23, Myplant will transform 4 pavilions at Fiera Milano-Rho into a vast garden of 50,000 square meters, equivalent to 7 football fields or 185 tennis courts.

The space will host a 360-degree display of green solutions, from productions to cultivation systems, therapeutic and inclusive gardens, green cities, sportsgrounds and facilities, landscapes, public spaces, green infrastructure, robotics, home decorations, digital tree twins, new botanical varieties, and gardening trends (a hobby that captivates 6 out of 10 Italians).

With its eighth edition, Myplant & Garden reaffirms its position as the most important, anticipated, and rich event for international professionals in nursery gardening, gardening, floriculture, landscaping, and sports greenery in Italy.

Creating business opportunities, capturing new trends, dealing with innovations, planning the commercial, production, logistical, and stylistic future, networking, getting to know, comparing, updating, and much more – Myplant encompasses all this and is the chosen 'place to be' for a growing number of companies, professionals, and experts.

This edition will be expanded by an additional 5,000 square meters compared to the previous one, including **outdoor** areas for practical demonstrations, featuring **700 brands** on display (**20% from abroad**), **dozens** of partner associations, **190** buyer delegations, and **105** accredited foreign companies visiting from **40** strategic countries across **4** continents. There will be **60** conferences and special initiatives, with **180** registered journalists, representing **9** macro-sectors covering the entire horticultural-floricultural chain.

The business delegations from Germany, France, Japan, the Middle East, Poland, Romania, and Austria are among the most substantial. Noteworthy are the delegations from the Middle East, around 13%, as well as from Asia, including China.

Among the selected buyer categories are companies operating in the landscape, parks, nursery, pots, machinery, maintenance, seeds, cut flowers, and decision-makers from major purchasing chains (Garden Centers, GD, DIY, Home & Garden, e-commerce), Public Administrations, representatives of European capitals, hospitality facilities, real estate developers, and planners.

The presence of representatives and owners of hospitality villas, events and ceremonies, historic residences, archaeological, national, regional and local parks, wineries, research

institutes, universities, botanical gardens, thermal complexes, outlets, large gardens, museums, castles, and palaces is confirmed.

A study by Myplant based on Istat (*Italian Statistic Institute*) data in January 2024 has certified a double-digit growth of value productions (+11.4%) in Italian flowers and plants, an excellence appreciated internationally. Italy is the second continental exporter of these products, with a "*strong appeal from the perspective of our country's image.*"

There are 17,000 companies and over 45,000 hectares of land dedicated to Italian floriculture. Tuscany, Liguria, Sicily, Lombardy, Lazio, Puglia, Emilia-Romagna, Veneto, and Piedmont lead the ranking of Italian regions with the highest productive value in the national floriculture sector. This value has reached 3.14 billion euros, "*the highest data in the historical series of the last decade,*" as confirmed by Myplant.

Tuscany leads in national nursery productions (55% of the market), with a production turnover close to a billion: 921 million euros (+11.6%). **Liguria**, increasingly the 'queen of flowers,' with 435.6 million euros (+11.7%), equivalent to 30% of national floricultural productions.

"*The potential of green capital in addressing environmental, health, and social issues is enormous,*" Myplant affirms. Every euro invested in public greenery revalues up to 4 euros. Green as a project raw material becomes a climatic bulwark, an anti-pollution barrier, an engine of inclusion and social security, a bastion in environmental protection, a factor in territorial resilience and hydrogeological protection, and a guardian of biodiversity. With evident direct and indirect economic, material, and immaterial repercussions.

Green power: some useful numbers

More green means fewer **atmospheric** PM particles (from 7 to 24% less), less heat (from 2 to 8°C less), lower **health** expenses (New York recorded an annual benefit of over 100 million dollars, while the community effects in San Francisco translated to almost 160 dollars per tree per year) and **social** costs, more **energy** savings, and higher property **values**.

One hectare of urban forest can remove an average of 17 kg/year of PM10 and 20,000 kg of CO₂. According to a recent study by the Institute for Bioeconomy of Cnr (*National Research Council*), flowers and plants reduce up to **20%** of CO₂ and fine particles present in enclosed environments (where we spend 80% of our time), such as homes, schools, and hospitals.

Hospitals, subject to experimentation by the same institute, have been involved in the so-called 'forest therapy' and its physio-psychological benefits.

We know that tree canopies can intercept up to **15%** of precipitation, slow the surface runoff of rainwater, and consolidate soils.

73 billion euros - equivalent to 240,000 euros/km² - in the last 40 years (up to 2021) is the economic loss suffered by Italy (source: *European Environmental Agency*) due to extreme atmospheric events (meteorological and hydrological) that proper land management could have drastically reduced. A dozen billion euros in economic costs were calculated following the floods in Emilia-Romagna and Tuscany in 2023.

In year 2022, in the whole of Europe, deaths from excessive **heat** exceeded 20,000: according to recent research published by *The Lancet*, a **30%** increase in green coverage in urban centers can achieve a temperature reduction and reduce premature deaths by 40%. An increase desirable in a country like Italy, which has only 32.5 square meters of urban greenery per inhabitant. Planting new trees is essential to address climate jumps, floods, heatwaves, and smog in cities. But not only that: **every 10% increase** in green coverage, according to studies by the University of Cardiff, results in a **2% decrease** in crime.

Data, visions, projects, and perspectives that find the best interlocutors, international trend-setters, the most important and influential figures, the most innovative products, and essential research and testimonials at Myplant.

As a unique meeting arena and exceptional showcase of novelties, Myplant hosts **Myplantech**, a path that identifies innovative products and solutions shaping the future of the industry, including digital twins of trees, tree equity, hi-tech greenhouses, energy savings, circularity, recycling, soilless cultivation, and mini-biofactories. Innovation that is transforming the world of **motorgarden**, whose investments in advanced solutions research will cut new milestones at the fair.

As in the world of sports, to which Myplant, also in partnership with the Gotha of Italian Football Associations, such as Federcalcio, FIGC - discussing the **UEFA** challenge of *S/- Sustainable Infrastructures*, the new frontiers of sports facilities - LND, with AITG (golf), FIDAL (athletics), and other sports federations, will dedicate ample space.

Highly awaited are the new **decorative trends** and color trends for settings and ceremonies, international floral composition competitions, and new varieties for **plants** and **flowers** that are increasingly beautiful, resistant, and prestigious.

Other novelties include the new outdoor area for **barbecues**, the cult event for gardeners, **Garden Center New Trend**, even larger and in the new pavilion, as well as the **Décor District** - the largest international arena for floral composition, **two golf practice fields** and a **putting green** area in pavilion 20, next to a **pickleball court**, and much more.

From botany to mechanics, passing through digitization, nutritional solutions, building materials, proposals for and from retail outlets, visitors will find in Myplant a unique opportunity for networking, in-depth exploration, updating, and comparison to be increasingly competitive, effective, and efficient in their work.

And to shape together the future of businesses, the industry, and the green future of the Country.

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Press contact
Ferdinando Crespi Ufficio Stampa
ferdinando@crespius.com
info@myplantgarden.com

Myplant & Garden - *International Green Expo*

Myplant & Garden is the most important professional trade fair for horticulture, garden, and landscape in Italy. It is the main reference for the Italian industry and top-level actor for international markets. The trade fair promoted green culture, circular economy, environmental protection, and green design.